

# 19th Annual Ambulatory Surgery Centers Conference Improving Profitability and Business and Legal Issues

**October 25-27, 2012**

Swissotel • Chicago, Illinois



Tony La Russa

- **Keynote - Tony La Russa, former Major League Baseball Manager and Infielder, 3 Times World Series Manager**
- **ASCs and the Next Four Years - Barry Tanner, President and CEO, Physicians Endoscopy, W. Michael Karnes, CFO and Co-Founder, Regent Surgical Health, Jim Stilley, MHA, FACHE, President, Veracity Healthcare Consulting, Greg Koonsman, Senior Partner, VMG Health, moderated by Suzy Welch, Author, Television Commentator, and Noted Business Journalist**

- **Development and Business Model for Outpatient Spine and Sports Centers - Where the Future of Minimally Invasive Surgery will Lead - Robert S. Bray, Jr., M.D. and Karen Reiter, of D.I.S.C. Sports & Spine Center**



Howard Dean

- **Debate on Healthcare Reform and More - Governor Howard Dean, Physician and former six term Governor of Vermont, and former Chairman of the Democratic National Committee vs. Ari Fleischer, former White House press secretary.**
- **Joint Ventures - What Works and What Fails - Brent W. Lambert, MD, FACS, Principal & Founder, Nora Bass, VP of Surgery, Parkview Health, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP**

- **Chaos or Transformation? Healthcare Trends 2013 - David Jarrard, President & CEO, Jarrard Phillips Cate & Hancock, Inc., Robert Henry, Senior Vice President Development, Symbion, Inc., Steve Miller, Director of Government and Public Affairs, ASC Association, moderated by Stephanie A. Kennan, Senior Vice President Government Relations, McGuireWoods Consulting, LLC**

- **The Future of The ASC Industry - Andrew Hayek, President & CEO, Surgical Care Affiliates**



Suzy Welch

- **The Best Ideas and Biggest Threats to ASCs - Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America, Robert Carrera, President, Pinnacle III, William M. Prentice, JD, Chief Executive Officer, Ambulatory Surgery Center Association, Susan Kizirian, Chief Operations Officer, Ambulatory Surgical Centers of America, moderated by Suzy Welch, Author, Television Commentator, and Noted Business Journalist**
- **A 75 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits - Robert Westergard, CPA, CFO, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, SVP of Operations, Ambulatory Surgical Centers of America**



Ari Fleischer

- **Shifting of Total Joint Surgery to an Outpatient Basis - Best Practices - John R. Moore, IV, MD, Orthopaedic & Joint Replacement Center, and, Tracey Harbour, BSN, RN, Administrator, Surgery Center of Pinehurst**
- **The Most Challenging Issues Facing ASC Administrators and How to Handle Them - Douglas G. Melton, CPA, Finance Director, Helena Surgicenter, Marti Potter, Administrator, Jersey Shore Ambulatory Surgery Center, Melissa Szabad, Partner, McGuireWoods LLP**
- **Key Business and Clinical Issues for Endoscopy Centers - Larry Cohen, MD, and Jordan Fowler, CEO, Frontier Healthcare Management Services**
- **Orthopedics, Spine and Pain Management in ASCs - Michael R. Redler, MD, The OSM Center, Sev Hrywnak, DPM, MD, CEO, AASC, Inc, Yousuf Sayeed, MD, The Spine Center of DuPage Medical Group, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP**
- **How to Profit from Ophthalmology in ASCs - Danny Bundren, CPA, JD, Vice President Development/Operations, Symbion, Inc., Vickie Arjoan, RN, Administrator/Director of Nursing, Surgical Center of Beverly Hills**
- **160 speakers, 92 sessions**

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# Improving the Profitability of Your ASC – Thrive Now and in the Future

This exclusive conference brings together surgeons, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line in these challenging but opportunity-filled times.

The best minds in the ASC field will discuss opportunities for ASCs plus provide practical and immediately useful guidance on how to bring in more cases; improve reimbursement; manage, reduce and benchmark costs; introduce new specialties; engineer a turnaround; work on joint-ventures with hospitals and much, much more.

## The Becker's ASC Review/ASC Communications difference:

- 1) Benefit from the combined efforts of Becker's ASC Review/ASC Communications to attract attendees and speakers that are among the smartest people in the ASC industry today.
- 2) Take discussion and thinking to the highest levels, focusing on the physician-owners, medical directors, ASC administrators and business minded directors of nursing.
- 3) Access expert views from all sides of the ASC world.

## PROGRAM SCHEDULE

### Pre Conference – Thursday October 25, 2012

11:30am – 1:00pm	Registration
1:00pm – 5:40pm	Pre-Conference
5:40pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

### Main Conference – Friday October 26, 2012

7:00am – 8:00am	Continental Breakfast and Registration
8:00am – 4:45pm	Main conference, Including Lunch and Exhibit Hall Breaks
4:45pm – 6:00pm	Reception, Cash Raffles, Exhibit Hall

### Conference – Saturday October 27, 2012

7:00am – 8:15am	Continental Breakfast
8:15am – 12:00pm	Conference

## Thursday, October 25, 2012

11:30 – 4:30 PM

### Registration and Exhibitor Set up

#### Concurrent Sessions

**Track A - Improving Profits, Leadership and Transaction Issues**

**Track B - Costs, Benchmarking, Marketing, Social Media, and More**

**Track C - Key Specialties**

**Track D - Managed Care, Recruiting, Revenue Cycle**

**Track E - JVs, Physician Owned Hospitals, Selling Your ASCs**

**Track F - Quality, Infection Control, Accreditation, Management**

1:00 – 1:40 PM

#### **A. ASC Roundtable: Outlook for Investment and M&A Activity in the ASC Sector**

Jason Cagle, SVP & General Counsel & Acquisitions, United Surgical Partners International, Inc., Matt Searles, Managing Director, Merritt Healthcare, and Todd J. Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### **B. Disputes with Out-of-Network Payors**

Bobby Sarnevesht, Managing Partner, Bay Area Surgical Management, Inc. and Daren Toooh, Attorney, Hooper, Lundy & Bookman, Inc.

#### **C. Integrating New Procedures in ASC Settings**

Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute

#### **D. Hospital Relationships - JVs, HOPDs and Co Management**

Michael Weaver, VP Acquisitions Ambulatory Network, Vanguard Health, Donna Greene,

Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, and Robert Scheller, Jr., CPA, CASC, CEO, Lake Park Surgery Center, moderated by Barton C. Walker, Partner, McGuireWoods LLP

#### **E. Selling Your ASC; What Price Can You Expect; What Are The Deal Terms?**

Blayne Rush, MHP, MBA, President, Ambulatory Alliances, Robert C. Goettling, Principal, The Bloom Organization, Thomas J. Chirillo, Partner, Chirillo Consulting, Inc., and Patrick Simers, EVP, Principle Valuation, moderated by Scott Downing, Partner, McGuireWoods LLP

#### **F. Creating a Culture of Clinical Accountability**

Kelly Bemis, Group Director of Clinical Services, Surgical Care Affiliates

1:45 – 2:25 PM

#### **A. What Can Football Teach Us About Surgery Center Management? Essentials for ASC Improvement**

Joseph Zasa, JD, Partner, ASD Management and TK Miller, MD, Carilion Clinic Orthopaedics

#### **B. Perspectives from Great Administrators**

Lori Martin, RN, BSN, R.T.(R), Administrator, Summit Surgery Center at Saint Mary's Galena, Karen Harris, Administrator, Clinical Manager, GNS - Surgery Center, and Gary Richberg, Administrator, Pacific Rim Outpatient Surgery Center, moderated by Laura Miller, Editor-In-Chief, Becker's Spine Review, Managing Editor, Becker's ASC Review

#### **C. The Future of Pain Management - Bullish or Bearish?**

Stephen Rosenbaum, CEO, and Robin Fowler, MD, Chairman, Medical Director, Interventional Management Services

#### **D. Managed Care Contracting - 10 Key Steps**

I. Naya Kehayes, MPH, Managing Principal and CEO, Eveia Health Consulting & Management

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**E. JVs - Can Your Center and An Aggressive Hospital Thrive Together?**

Jeff Peo, VP Acquisitions & Development, Ambulatory Surgical Centers of America, and Troy DeDecker, CEO, Health Management Associates, Inc.

**F. How Do We Care For & Discharge Higher Acuity Patients in the Ambulatory Setting?**

Gina Dolsen, RN, BSN, MA, Vice President of Operations, Blue Chip Surgical Center Partners

2:30 – 3:10 PM

**A. Orthopedics and Spine- The Best Opportunities and Biggest Threats**

Carl Balog, MD, and Stephen J. Dresnick, MD, President, Internal Fixation Systems, Robert S. Bray, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports & Spine moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. What Makes a Great Physician Leader**

Ben H. Brouhard, MD, Senior Vice President, Senior Search Consultant, Cejka Executive Search

**C. Key Trends in Ambulatory Anesthesia**

Rebecca S. Twersky, MD, MPH, Professor, Vice-Chair for Research, Dept. of Anesthesiology, Medical Director, Ambulatory Surgery Unit, SUNY Downstate Medical Center

**D. Adding Cases and Recruiting Doctors**

Brandon Frazier, Vice President of Development and Acquisitions, and Jeff Peo, VP Acquisitions & Development, Ambulatory Surgical Centers of America

**E. What Can Be Paid for Co-Management? Should You Enter Into a Co-Management Relationship? Co-Management Arrangements, Valuations and Other Issues**

Jen Johnson, CFA, Managing Director, VMG Health

**F. Key Issues in HFAP Accreditation**

Beverly Robins, RN, BSN, MBA, Director of Accreditation and Certification Services, Healthcare Facilities Accreditation Program

3:15 – 3:55 PM

**A. Investing in Healthcare - How PE Views ASCs and Different Sectors**

Geoffrey C. Cockrell, Partner, McGuireWoods LLP, David Pegg, Principal, Enhanced Equity Funds, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. ASC Direct Marketing Strategies**

Ann Sells Miller, Partner, Advanced Healthcare Partners, and Peter S. Cunningham, CEO, CCO Healthcare Partners, LLC, Moderated by TBD

**C. Great Specialties - How to Profit From ENT in ASCs?**

Stephen Blake, CEO, Central Park ENT & Surgery Center

**D. ICD-10**

Kevin McDonald, SVP of Sales, Revenue Cycle Solutions Division, SourceMedical Solutions

**E. Key Business Issues for Physician Owned Hospitals**

R. Blake Curd, MD, Board Chairman, Surgical Management Professionals

**F. Making the Business Case for Infection Prevention to Key Stakeholders**

Lorri A. Downs BSN, MS, RN, CIC Vice President of Clinical Services, Infection Prevention and Patient Safety, Board Certified, Medline Industries, Inc.

4:00 – 4:40 PM

**A. Joint Ventures - What Works and What Fails**

Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, Nora Bass, VP of Surgery, Parkview Health, Jon O'Sullivan, Principal, HealthEconomix, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. The Use of Social Media by ASCs and Practices**

Kim Woodruff, VP of Corporate Finance & Compliance, Pinnacle III

**C. Development and Business Model for Out-patient Spine/Sports Centers - Where the Future of Minimally Invasive Surgery Will Lead?**

Robert S. Bray, Jr., M.D. and Karen Reiter, of D.I.S.C. Sports & Spine Center

**D. Healthcare Real Estate Roundtable: Opportunities in Healthcare Properties: The Role of Real Estate in Healthcare Deal Making**

Will Robertson, VP, Health Care REIT, Inc., Gordon A. Soderlund, SVP, Director - Business Development, Lend Lease Healthcare Development, Ken E. Seip, Vice President, Siemens Financial Services, Inc., Pedro J. Vergne, CEO and President, Physician's Capital Investments, moderated by Geoffrey C. Cockrell, Partner, McGuireWoods LLP

**E. The Best Ideas Now; Key Ways to Improve Physician Owned Hospital Profits**

Alex Rintoul, CEO, Medical Center at Elizabeth Place, Michael J. Lipomi, President & CEO, Surgical Management Professionals, moderated by Melissa Szabad, Partner McGuireWoods LLP

**F. Evaluating Your Facility's Infection Prevention Program: 5 Creative Strategies to Succeed!**

Janet Nau Franck, RN, MBA, CIC, APIC - Association for Professionals in Infection Control and Epidemiology

4:45 – 5:40 PM

**KEYNOTE: Leadership and Management in 2012**

Tony La Russa, former Major League Baseball Manager and infielder, 2011 World Series Manager, St. Louis Cardinals

5:40 – 7:00 PM

**Networking Reception, Cash Raffles and Exhibits****Friday, October 26, 2012****7:00 – 8:00 AM – Registration and Continental Breakfast****8:00 – 8:10 AM – Introductions**

8:10 – 8:50 AM

**A. The Future of The ASC Industry**

Andrew Hayek, President & CEO, Surgical Care Affiliates

**B. Trends in the Employment of Key Specialties**

LeeAnne Denney, Executive Vice President, iVantage Health Analytics

**C. Adding Podiatry Residency Programs to ASCs**

Robert Zasa, MSHHA, FACMPE, Founder, ASD Management

**D. Key Business and Clinical Issues for Endoscopy Centers**

Larry Cohen, MD, and Jordan Fowler, CEO, Frontier Healthcare Management Services

8:55 – 9:35 AM

**A. ASCs and The Next Four Years**

Barry Tanner, President and CEO, Physicians Endoscopy, W. Michael Karnes, CFO and Co-Founder, Regent Surgical Health, Jim Stille, MHA, FACHE, President, Veracity Healthcare Consulting, Greg Koonsman, Senior Partner, VMG Health, moderated by Suzy Welch, Author, Television Commentator, and Noted Business Journalist

**B. Orthopedics, Spine and Pain Management in ASCs**

Michael R. Redler, MD, The OSM Center, Sev Hrywnak, DPM, MD, CEO, AASC, Inc, Yousuf Sayeed, MD, The Spine Center of DuPage Medical Group, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**C. 10 Statistics Your ASC Should Review Each Day, Week, and Month and What to do About Them**

Brian Brown, Regional Vice President Operations, Meridian Surgical Partners

**D. Strategic Benchmarking for Market Advantage and Quality Improvement**

Carol Hiatt, RN, LHRM, CASC, Consultant and Accreditation Surveyor, Healthcare Consultants International

**9:40 – 10:20 AM****A. The Best Ideas and Biggest Threats to ASCs**

Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America, Robert Carrera, President, Pinnacle III, William M. Prentice, JD, Chief Executive Officer, ASCA, Susan Kizirian, Chief Operations Officer, Ambulatory Surgical Centers of America, moderated by Suzy Welch, Author, Television Commentator, and Noted Business Journalist

**B. How ASCs fit with ACOs**

Jarod Moss, SVP Business Development, James Jackson, SVP Operations and Scott Nordlund, SVP of Strategic Growth, United Surgical Partners International

**C. Maximizing ASC and Anesthesia Group Relationships**

Charles Militana, MD, Director of Ambulatory Surgery Centers, North American Partners in Anesthesia, Director of Anesthesia, Dorothy & Alvin Schwartz Ambulatory Surgical Center, North Shore University Hospital North American Partners in Anesthesia

**D. The 5 Measures of Success - Where Clinical, Financial and Operational Management Intersect**

John Seitz, CEO MMX Holdings (ManageMy ASC), and Tamar Glaser, RN, CEO, Accreditation Services, Inc. and AccredAbility, Inc.

**E. The Myth of the Multiple**

Jason L. Ruchaber, CFA, ASA, Partner, HealthCare Appraisers

**F. Re-Evaluating Your Revenue Cycle**

Sarah Martin, MBA, RN, CASC, Vice President of Operations, and April K. Sackos, CASC, Vice President Revenue Cycle Management, Ambulatory Surgical Centers of America

**10:20 – 10:50 AM****Networking Break & Exhibits****10:50 – 11:30 AM****A. Double Digit Profit Growth in ASCs - How to Increase Profits in Challenging Times - Panel**

Lisa Rock, President, National Medical Billing Services, Tom Mallon, CEO, Regent Surgical Health, Michael Doyle, CEO, Surgery Partners, Doug Golwas, SVP Ambulatory Surgery Center Sales, Medline Industries, Inc., moderated by, Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. The Most Challenging Issues Facing ASC Administrators and How to Handle Them**

Douglas G. Melton, CPA, Finance Director, Helena Surgicenter, Marti Potter, Administrator, Jersey Shore Ambulatory Surgery Center, Melissa Szabad, Partner, McGuireWoods LLP

**C. Orthopedic Implants and Technology Adoption for Physicians**

John Cherf, MD, MPH, MBA, President, OrthoIndex

**D. Key Issues in Managing the Supply Chain**

Chris Klassen, VP Supply Chain, Surgical Care Affiliates, Ajay Chokshi, Vice President Strategy Group, Surgical Care Affiliates

**E. HR and Other Key Issues for ASCs**

Thomas H. Jacobs, President, MedHQ

**F. Clinical Quality in ASCs**

Carla Shehata, RN, BSN, Vice President, Operations, Regent Surgical Health, Daren Smith, Director of Clinical Services, Surgical Management Professionals, Nicole Gritton, Vice President of Nursing and ASC Operations, Laser Spine Institute, moderated by Helen Suh, Associate, McGuireWoods LLP

**11:35 – 12:30 PM – KEYNOTE****Healthcare Reform and More**

Governor Howard Dean, Physician and former six term Governor of Vermont, and former Chair of the Democratic National Committee vs. Ari Fleischer, former White House press secretary.

**12:30 – 1:30 PM****Networking Lunch & Exhibits****Concurrent Sessions****Track A - Improving Profits, General Sessions****Track B - Co-Management, Supply Costs, Management****Track C - Key Specialties****Track D - Benchmarking, Out-of-Network****Track E - Joint Ventures, Managed Care and Contracting for ASCs****Track F - Quality, Infection Control, Accreditation, Management****1:30 – 2:10 PM****A. Chaos or Transformation? Healthcare Trends 2013**

David Jarrard, President & CEO, Jarrard Phillips Cate & Hancock, Inc., Robert Henry, Senior Vice President Development, Symbion, Inc., Steve Miller, Director of Government and Public Affairs, ASCA, moderated by Stephanie A. Kennan, Senior Vice President Government Relations, McGuireWoods Consulting, LLC

**B. Why Less Is More: Embracing the Niche Network Model for Joint-Venture ASCs**

Chris Bishop, SVP Acquisitions & Business Development, Blue Chip Surgical Center Partners, and Nathan VanGenderen, CFO, Sentara Northern Virginia Medical Center

**C. Endoscopy - The Keys to a Highly Successful Endoscopy Center**

Barry Tanner, President & CEO, Physicians Endoscopy, John Poisson, Executive Vice President & Strategic Partnerships Officer, Physicians Endoscopy

**1:30 – 2:50 PM****D. A 75 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits**

Robert Westergard, CPA, CFO, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, SVP of Operations, Ambulatory Surgical Centers of America

**1:30 – 2:10 PM****E. Key Aspects to Relationships Between ASCs and Hospitals**

Larry D. Taylor, President & CEO, Practice Partners in Healthcare, and Sean McNally, CEO, Moore Clinic

**F. 10 Key Trends in Infection Control**

Dotty Bollinger, RN, JD, CASC, LHRM, Chief Operating Officer, Laser Spine Institute

**2:15 – 2:50 PM****A. How to Recruit Orthopedics - Key Steps and Timelines**

Jimbo Cross, Vice President Acquisitions & Development, Jeff Peo, Vice President Acquisitions and Development, and Brandon Frazier, Vice President of Acquisitions and Development, Ambulatory Surgical Centers of America

**B. Implement Spine to Drive Higher Performance of your Surgery Center**

Chris Bishop, SVP Acquisitions & Business Development, Blue Chip Surgical Center Partners, and John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center

**C. How to Profit from Ophthalmology in ASCs**

Danny Bundren, CPA, JD, Vice President, Development /Operations, Symbion, Inc., Vickie Arjoan, RN, Administrator/Director of Nursing, Surgical Center of Beverly Hills

**E. How to Structure a Great Joint Venture**

Jeff Simmons, Chief Development Officer, and Nap Gary, Chief Operating Officer, Regent Surgical Health

**F. The Challenges Facing ASCs to Capture, Track and Report on Key Quality Indicators and Outcomes Data**

Jennifer Brown, RN, Endoscopy Nurse Manager, Gastroenterology Associates of Central Virginia, and Tim Meakem, MD, Medical Director, ProVation Medical

**2:50 – 3:20 PM****Networking Break & Exhibits****3:20 – 4:00 PM****A. How to Maintain Practice Independence While Effectively Partnering with Hospitals**

Charles "Chuck" Peck, MD, FACP, President & CEO, and Christian Ellison, Vice President, Health Inventures, LLC

**B. Co Management and Converting to an HOPD Model - How Does it Work - A Case Study**

Tom Yerden, CEO, TRY Healthcare Solutions

**C. Value Priced Implants for Spine and Orthopedic Surgery**

Blair Rhode, MD, ROG, Sports Medicine, Orland Park Orthopedics

**D. Handling Out of Network Successfully From a Billing and Coding Perspective**

Lisa Rock, President, National Medical Billing Services

**E. ASCs - How to Negotiate with Payors**

I. Naya Kehayes, MPH, Managing Principal and CEO, Eveia Health Consulting &amp; Management

**F. Health Insurance Plans Are Taking Notice in Fraud and Abuse of Surgical Implants - What Are They Figuring Out and How to Prevent It**

Steven Arnold, MD, Chief Medical Officer, Access MediQuip

**4:05 - 4:45 PM****A. The EMR Challenge...****- The right Surgery Center Strategy**

Chris Revell, PMP, Project Manager, Surgical Notes and Wendy Kelley, CASC, Administrator, Cool Springs Surgery Center, moderated by Robert Brown, Director of Business Development, Surgical Notes

**B. Small Scale Materials Management Success**

Daren Smith, Director of Clinical Services, Surgical Management Professionals

**C. Emerging Issues in ASC and Healthcare Litigation**Jeffrey Clark, Partner, Angelo Russo, Partner, Christina Egan, Partner, McGuireWoods LLP  
Moderated by David Pivnick, Associate, McGuireWoods LLP**D. Key Strategies for Out of Network**

Suzanne Webb, Owner, ASC Billing Specialists, LLC

**E. ASC Transaction Valuation Issues**

Kevin McDonough, Senior Manager, and Colin Park, Manager, VMG Health

**F. 8 Keys to a Successful AAAHC Survey**

Gina Dolsen, RN, BSN, MA, Vice President of Operations, Blue Chip Surgical Center Partners

**Roundtable Discussions****1:30 - 2:10 PM****Behavioral Finance, An Often Overlooked Tool to Enhance Investment Returns for Physicians and Healthcare Professionals**

Joseph M. Scandariato Jr., CIMA, Managing Director - Wealth Management, Wealth Management Advisor, The Scandariato Group, Merrill Lynch

**2:15 - 2:50 PM****Maximizing EASC Value and Sales Price**

John Poisson, Executive Vice President &amp; Strategic Partnerships Officer, Physicians Endoscopy

**3:25 - 4:00 PM****Physician Hospital JVs - Key Issues**

Jon O'Sullivan, Principal, HealthEconomix, and Michael Stroup, Vice President Business Development, United Surgical Partners International

**4:05 - 4:45 PM****Can ASCs Still Profit from Anesthesia? A Review of OIG Guidance, Models and Risks**

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**4:45 - 6:00 PM****Networking Reception, Cash Raffles & Exhibits****Saturday, October 27, 2012****7:15 - 8:15 am - Continental Breakfast****8:15 - 8:55 AM****A. ASC 2012 - Perspectives from Physicians Leaders**

David Shapiro, MD CHC CHCQM CHPRM LHRM, Red Hills Surgical Center, Adam J. Locketz, MD, Health East Media Director of Spine Care, HealthEast Spine Center, Lawrence R. Kosinski, MD, MBA, AGAF, FACG, Elgin Gastroenterology, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. Shifting of Total Joint Surgery to an Outpatient Basis - Best Practices**

John R. Moore, IV, MD, Orthopaedic &amp; Joint Replacement Center, and Tracey Harbour, BSN, RN, Administrator, Surgery Center of Pinehurst, Nuetera Healthcare

**C. Co-Management Arrangements**

Brendan Snyder, President, Healthcare Strategy &amp; Research Consultants, Nicholas Colyvas, MD, Chief Medical Officer, Healthcare Strategy &amp; Research Consultants

**D. Essentials of the Life Safety Code - How To Assure Compliance**

Alice Epstein, Director, Risk Control, CNA HealthPro

**8:55 - 9:35 AM****A. Develop a Great Same Store Growth Strategy**

Chris Bishop, SVP Acquisitions &amp; Business Development, and Amanda Kane, Business Development Manager, Blue Chip Surgical Center Partners

**B. The Best Practices for Business Office Operations**

Carolyn Whitsel, Senior Director Business Office Operations, United Surgical Partners International, Sharon Benson, MBA, MSN, RN, CASC, Vice President of Operations, Ambulatory Surgical Centers of America, moderated by Holly Carnell, Associate, McGuireWoods LLP

**C. JVs with Academic Medical Centers**

Bo Hjorth, Vice President Business Development, and Mike McKeivitt, Senior Vice President, Regent Surgical Health

**D. What Should Great Medical Directors, Administrators, and DONs be Paid?**

Ann Geier, RN, MS, CNOR, CASC, Vice President, Ambulatory Surgical Centers of America, Thomas H. Jacobs, President, John Merski, Partner, EVP of Human Resources, MedHQ, Christopher Collins, RN, BSHCS, Administrator, Metropolitan Surgery Center

**9:40 - 10:20 AM****A. Benchmarking the Financial Solvency of an ASC**

Raj Chopra, Principal and Chief Financial Officer, The C/N Group, Inc.

**B. Sell Your ASC or Stay the Course - Key Considerations**

Scott Downing, Partner, Helen Suh, Associate, McGuireWoods LLP

**C. Key Practices to Improve Infection Rates and Clinical Quality**

Sandra Jones, MBA, MS, CASC, FHFMA, Executive Vice President, ASD Management

**D. \$3MM Verdict in Chatham Surgicore v. HCSC, Insight from an Out of Network, Unlicensed Facility Case**

Doug Prochnow, Partner, Edwards Wildman Palmer, LLP

**10:25 - 11:05 AM****A. Critical Benchmarking Steps for ASCs**

Lesley Raskin, Director of Surgery, Surgical Care Affiliates

**B. Analytics Behind Physician Integration**

Jeffrey Mason, CEO, BayCare Health System

**C. Converting an ASC to an HOPB**

Robert W. Scheller, Jr., CPA, CASC, CEO, Lake Park Surgery Center

**D. Critical Communication Skills for ASC Administrators and Physician Leaders**

Keri Talcott, Director of Corporate Communications, and Traci Albers, Executive Director, High Pointe Surgery Center &amp; North Memorial Ambulatory Surgery Center

**11:10 - 12:00 PM****A. Conducting a Compliance Review of Your ASC or Physician Owned Hospital - Key Legal Issues for 2012 - 2013**

Holly Carnell, Associate, Katherine Lin, Associate, Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**12:00 PM - Meeting Adjourns**

Register by September 1, 2012 and SAVE!

## 19th Annual Ambulatory Surgery Centers Conference

# Improving Profitability and Business and Legal Issues

THE BEST ANNUAL ASC BUSINESS AND CLINICAL CONFERENCE

Great topics and speakers  
focused on key business,  
clinical and legal issues  
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- Alex Rintoul, CEO, Medical Center at Elizabeth Place
- Brent Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America
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- David Shapiro, MD, CHC, CHCQM, CHPRM, LHRM, Red Hills Surgical Center
- Ari Fleischer, former White House press secretary
- Lawrence R. Kosinski, MD, MBA, AGAF, FACG, Elgin Gastroenterology
- Nicholas Colyvas, MD, Chief Medical Officer, Healthcare Strategy & Research Consultants
- Gary Richberg, Administrator, Pacific Rim Outpatient Surgery Center
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- Michael R. Redler, MD, The OSM Center
- William Prentice, Executive Director, ASCA
- John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center

**October 25-27, 2012 • Swisotel, Chicago**

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## Tony La Russa

With his Championship win at the 2011 World Series over the Texas Rangers, recently retired St. Louis Cardinals manager Tony La Russa goes down in history as one of Major League Baseball's greatest managers. In total, he led his teams to six league championships and three World Series titles, while ranking third in all-time major league wins.

As a player, La Russa made his major league debut with the Kansas City Athletics in 1963. After a shoulder injury the following off-season, he spent most of his career in the minor leagues. His final big-league appearance came in 1973 with the Cubs, however he continued to play in the minor leagues until 1977. Following the end of his playing career, he earned a Juris Doctor degree from Florida State University College of Law.

La Russa made his managerial debut in 1978 with the Knoxville Sox of the Southern League. By 1979, he was managing the Chicago White Sox and was named the 1983 Manager of the Year; the first of four such awards ('83, '88, '92, '02). He left the Chicago White Sox in 1986 and successful seasons followed with the Oakland Athletics (1986 – 1995) and finally the St. Louis Cardinals (1996-2011).

La Russa has received many accolades throughout his successful career. He is one of only four managers to be named Manager of the Year in both of baseball's major leagues, in 2010 he became the longest tenured manager in Major League Baseball, and he is currently the winningest manager in St. Louis Cardinals history.

An animal lover, La Russa and his wife Elaine are the founders of Tony La Russa's Animal Rescue Foundation, headquartered in Walnut Creek, California, which saves abandoned and injured animals and arranges animal visits to hospitals, senior centers and disadvantaged children.



## Governor Howard Dean

Governor Howard Dean, former DNC Chairman, presidential candidate, six term Governor and physician, currently works as an Independent consultant focusing on the areas of health care, early childhood development, alternative energy and the expansion of grassroots politics around the world.

Dean also serves as a CNBC contributor and is the founder of Democracy for America.

Dean began his career in public service in 1982 when he transitioned from a full-time practicing physician to an elected representative in Vermont. Dean served as Governor for 12 years - the second longest serving in the state.

Respected on both sides of the political aisle, Dean was chairman of the National Governors' Association, the Democratic Governors' Association, and the New England Governors' Conference while he served as Governor of Vermont. Dean left office in Vermont to run for President in 2003 where he implemented innovative fundraising strategies such as use of the Internet.

As chairman of the Democratic National Committee, Dean created and implemented the "50 State Strategy" and the development of 21st century campaign tools. Dean is credited with helping Democrats make historic gains in 2006 and 2008. Under his leadership, significant resources were dedicated to revitalizing the Party by building and strengthening the organizational tools, technological capabilities and infrastructure required to win while laying the foundation for a long-term Democratic majority.

Before entering politics, Dean graduated from Yale University with a B.A. in political science in 1971, and received his medical degree from the Albert Einstein College of Medicine in New York City in 1978. Upon completing his residency at the Medical Center Hospital of Vermont, he went on to practice internal medicine in Shelburne, Vermont.

He is married to Dr. Judy Steinberg and they have two children, Anne and Paul.



## Ari Fleischer

As former White House press secretary, Ari Fleischer was the primary spokesperson for President Bush and delivered the daily White House briefings from 2001 to 2003. He previously served as the senior communications advisor and spokesman for the Bush-Cheney presidential campaign. In his almost four years working for George W. Bush, he served as spokesman during the historic presidential recount, September 11, two wars and the anthrax attack. His best-selling book, *Taking Heat*, details his years in the White House and reached #7 on *The New York Times* best seller list. He is a political analyst for CNN.

Prior to joining Governor Bush's campaign, Fleischer was the national spokesman and communications director for Elizabeth Dole's presidential campaign. In November 1994, Fleischer was hired as communications director by the House Committee on Ways and Means after Republicans took control of the Congress. He also served as press secretary to New Mexico Senator Pete Domenici from 1989 to 1994. From 1983 to 1989, Fleischer served as press secretary to two members of Congress from New York and worked on several political campaigns.

Fleischer is a native of Pound Ridge, New York and a 1982 graduate of Vermont's Middlebury College. Now president of his own firm, Ari Fleischer Communications Inc., he offers advice to clients in the corporate and sports world on how to handle the press.

Fleischer has provided counsel to clients such as Major League Baseball, the Women's Tennis Association, the Sporting Goods Manufacturers Association and has conducted media training with seven National Football League teams, all the National Football League head coaches as well as media training to NASCAR. He has also done media training for several individual athletes.

He resides in Westchester County with his wife, Becki, and their two children.



## Suzy Welch

Suzy Welch is a best-selling author, popular television commentator, and noted business journalist. Her *New York Times* bestselling book, *10-10-10: A Life Transforming Idea*, presents a powerful decision-making strategy for success at work and in parenting, love and friendship. *10-10-10* became an instant success and is now published in 29 countries worldwide, and an updated version has been released in paperback. In addition she has been widely featured in major media outlets including *The Today Show* and *Time Magazine*. Together with her husband Jack Welch, Suzy is also co-author of the #1 international bestseller *Winning*, and its companion volume, *Winning: The Answers*. Since 2005, they have written business columns for several publications, including *Business Week* magazine, Thomson Reuters digital platforms, *Fortune* magazine, and the *New York Times* syndicate.

The Welch's have also launched the "Jack Welch Management Institute at Strayer University," a unique online MBA and certificate program aimed at giving students around the world and at every career level the tools to transform their lives and the organizations of the future. On her own, Suzy has written extensively about work-life balance and other cultural issues for publications ranging from *O, The Oprah Magazine* to *The Wall Street Journal*. In addition, her candid and incisive commentary has made her a popular commentator on television programs including *Good Morning America*, *The View*, *Morning Joe*, *Your World With Neil Cavuto*, and *Power Lunch*. Born in Portland, Oregon, Suzy received her BA from Harvard University in 1981 and then joined *The Miami Herald* as a reporter. She left daily journalism to attend *Harvard Business School*, where she graduated as a Baker Scholar in 1988. Suzy joined the *Harvard Business Review* in 1995 and was named editor-in-chief in 2001. During her tenure at *HBR*, Suzy was the author of numerous articles on leadership, change, creativity and organizational behavior, as well as the contributor to several books on management.

# Schedule-At-A-Glance

## 19th Annual Ambulatory Surgery Centers Conference Improving Profitability

<b>Thursday, October 25, 2012</b>				
12:00-4:30 pm	Registration and Exhibitor Set Up - Zurich A, B, C, D			
	Zurich E, F, G	Montreux 1	Montreux 2	
CONCURRENT TRACKS 1:00 - 4:40 PM	TRACK A Improving Profits, Leadership and Transaction Issues	TRACK B Costs, Benchmarking, Marketing, Social Media and More	TRACK C Key Specialties	
4:45 -5:40 PM	KEYNOTE - Leadership and Management in 2012 with Tony La Russa, former Major League Baseball Manager and			
5:40 -7:00 PM	Coctail Reception, Raffles and Exhibits Open in Zurich A, B, C, D			
<b>Friday, October 26, 2012</b>				
7:00 - 8:00 AM	Registration and Continental Breakfast in Zurich Foyer			
	General Sessions			
8:10 - 8:50 AM	The Future of The ASC Industry	Trends in the Employment of Key Specialties	Adding Podiatry Residency Programs to ASCs	
8:55 - 9:35 AM	ASCs and The Next Four Years	Orthopedics, Spine and Pain Management in ASCs	10 Statistics Your ASC Should Review Each Day, Week, and Month and What To Do About Them	
9:40 - 10:20 AM	The Best Ideas and Biggest Threats to ASCs	How ASCs Fit With ACOs	Maximizing ASC and Anesthesia Relationships	
10:20 - 10:50 AM	Exhibit Hall Break			
10:50 - 11:30 AM	Double Digit Profit Growth in ASCs - How to Increase Profit in Challenging Times	The Most Challenging Issues Facing ASC Administrators and How to Handle Them	Orthopedic Implants and Technology Adoption for Physicians	
11:35 - 12:30 PM	KEYNOTE - Debate on Healthcare Reform and More - Governor Howard Dean, Physician and former six term press secretary			
12:30 - 1:30 PM	Networking Lunch and Exhibits in Geneva and Currents Rooms and Zurich A, B, C, D			
CONCURRENT TRACKS 1:30 - 4:45 PM	TRACK A Improving Profits, General Sessions	TRACK B Co-Management, Supply Costs, Management	TRACK C Key Specialties	
2:50 - 3:20 PM	Exhibit Hall Break			
4:45 - 6:00 PM	Coctail Reception, Raffles and Exhibits in Zurich A, B, C, D			
<b>Saturday, October 27, 2012</b>				
7:15 - 8:10 AM	Continental Breakfast in Zurich Foyer			
	TRACK A - Zurich D	TRACK B - Zurich A	TRACK C - Zurich B	
8:10 - 8:50 AM	ASC 2012 - Perspectives from Physician Leaders	Shifting of Total Joint Surgery to an Outpatient Basis - Best Practices	Co-Management Arrangements	
8:55 - 9:35 AM	Develop a Great Same Story Strategy	The Best Practices for Business Office Operations	JVs with Academic Medical Centers	
9:40 - 10:20 AM	Benchmarking the Financial Solvency of an ASC	Sell Your ASC or Stay the Course - Key Considerations	Key Practices to Improve Infection Rates and Clinical Quality	
10:25 - 11:05 AM	Critical Benchmarking Steps for ASCs	Analytics Behind Physician Integration	Converting an ASC to an HOPB	
11:10 - 12:00 PM	GENERAL SESSION - Conducting a Compliance Review of Your ASC or Physician Owned Hospital - Key Legal			



## and Business and Legal Issues

St. Gallen 1&2			St. Gallen 3			Montreux 3		
TRACK D Managed Care, Recruiting, Revenue Cycle			TRACK E JVs, Physician Owned Hospitals, Selling Your ASCs			TRACK F Quality, Infection Control, Accreditation Management		
d Infielder, 3-Time World Series Manager, Manager of 2011 World Series Champions, St. Louis Cardinals								
Key Business and Clinical Issues for Endoscopy Centers			<p style="text-align: center;"><b>Sponsorships Available!</b></p> <p style="text-align: center;"><b>Call Jessica Cole at (800) 417-2035</b></p>					
Clinical Benchmarking in ASCs - How to Compare and Improve Quality								
How to Improve Profits - Billing Process Improvement 101								
Key Issues in Managing the Supply Chain			HR and Other Key Issues for ASCs			Clinical Quality in ASCs		
Governor of Vermont, and former chairman of the Democratic National Committee vs. Ari Fleischer, former White House								
TRACK D Benchmarking, Out of Network			TRACK E Joint Ventures, Managed Care and Contracting for ASCs			TRACK F Quality, Infection Control, Accreditation Management		
TRACK D - Zurich C			<p style="text-align: center;"><b>Register by September 1, 2012 and SAVE!</b></p> <p style="text-align: center;">To Register, contact ASC Communications (800) 417-2035 - Fax (866) 678-5755 Registration@beckershealthcare.com Register Online <a href="https://www.regonline.com/19thAnnualASC">https://www.regonline.com/19thAnnualASC</a></p>					
Essentials of the Life Safety Code - How to Assure Compliance								
What Should Great Administrators and DONs be Paid								
Out of Network, \$3MM Verdict, Chatman SC v. HCSC - Insight from an Out of Network Case								
Critical Communication Skills for ASC Administrators and Physician Leaders								
Issues for 2012 - 2013								

# CONFERENCE SPEAKERS

Great topics and speakers focused on key business, financial, clinical and legal issues facing ambulatory surgery centers • 92 Sessions, 160 Speakers

**Traci Albers**, Executive Director, High Pointe Surgery Center & North Memorial Ambulatory Surgery Center

**Vickie Arjojan, RN**, Administrator/Director of Nursing, Surgical Center of Beverly Hills

**Steven Arnold, MD**, Chief Medical Officer, Access MediQuip

**Carl Balog, MD**

**Nora Bass**, VP of Surgery, Parkview Health

**Scott Becker, JD, CPA**, Partner, McGuireWoods LLP

**Kelly Bemis**, Group Director of Clinical Services, Surgical Care Affiliates

**Sharon Benson, MBA, MSN, RN, CASC**, VP of Operations, Ambulatory Surgical Centers of America

**Chris Bishop**, SVP Acquisitions & Business Development, Blue Chip Surgical Center Partners

**Stephen Blake**, CEO, Central Park ENT & Surgery Center

**Dotty Bollinger, RN, JD, CASC, LHRM**, Chief Operating Officer, Laser Spine Institute

**Robert S. Bray, Jr., MD**, Neurological Spine Surgeon, D.I.S.C. Sports & Spine Center

**Ben H. Brouhard, MD**, Senior VP, Senior Search Consultant, Cejka Executive Search

**Brian Brown**, Regional VP of Operations, Meridian Surgical Partners

**Robert Brownd**, Director of Business Development, Surgical Notes

**Danny Bundren**, VP of Development/Operations, Symbion, Inc.

**Jason Cagle**, SVP & General Counsel & Acquisitions, United Surgical Partners International, Inc.

**Holly Carnell**, Associate, McGuireWoods LLP

**Robert Carrera**, President, Pinnacle III

**John Caruso, MD, FACS**, Neurosurgeon, Parkway Surgery Center

**John Churf, MD, MPH, MBA**, President, OrthoIndex

**Thomas J. Chirillo**, Partner, Chirillo Consulting, LLC

**Ajay Chokshi**, Vice President Strategy Group, Surgical Care Affiliates

**Raj Chopra**, Principal and Chief Financial Officer, The C/N Group, Inc.

**Jeffrey Clark**, Partner, McGuireWoods LLP

**Geoffrey C. Cockrell**, Partner, McGuireWoods LLP

**Larry Cohen, MD**, Gastroenterologist, Frontier Healthcare Management Services

**Christopher Collins, RN, BSHCS**, Administrator, Metropolitan Surgery Center

**Nicholas Colyvas, MD**, Chief Medical Officer, Healthcare Strategy & Research Consultants

**Jimbo Cross**, VP of Acquisitions & Development, Ambulatory Surgical Centers of America,

**Peter S. Cunningham**, CEO, CCO Healthcare Partners, LLC

**R. Blake Curd, MD**, Board Chairman, Surgical Management Professionals

**Howard Dean**, Physician and Former six term Governor of Vermont, and former Chairman of the Democratic National Committee

**Troy DeDecker**, CEO, Health Management Associates, Inc.

**LeeAnne Denney**, Executive VP, iVantage Health Systems

**Gina Dolsen, RN, BSN, MA**, VP of Operations, Blue Chip Surgical Center Partners

**Scott Downing**, Partner, McGuireWoods LLP

**Lorri A. Downs, BSN, MS, RN, CIC**, VP of Clinical Services, Infection Prevention and Patient Safety, Board Certified, Medline Industries, Inc.

**Mike Doyle**, CEO, Surgery Partners

**Stephen Dresnick, MD**, President, Internal Fixation Systems

**Christina Egan**, Partner, McGuireWoods LLP

**Christian Ellison**, VP, Health Inventures, LLC

**Alice Epstein**, Director, Risk Control, CNA HealthPro

**Janet Nau Franck, RN, MBA, CIC**, APIC - Association for Professionals in Infection Control and Epidemiology

**Ari Fleischer**, former White House press secretary

**Jordan Fowler**, CEO, Frontier Healthcare Management Services

**Robin Fowler, MD**, Chairman, Medical Director, Interventional Management Services

**Brandon Frazier**, VP Development & Acquisitions, Ambulatory Surgical Centers of America

**Nap Gary**, COO, Regent Surgical Health

**Ann Geier, RN, MS, CNOR, CASC**, SVP of Operations, Ambulatory Surgical Centers of America

**Tamar Glaser, RN, CEO**, Accreditation Services, Inc. and AccredAbility, Inc.

**Robert C. Goettling**, Principal, The Bloom Organization

**Douglas Golwas**, SVP Ambulatory Surgery Center Sales, Medline Industries, Inc.

**Donna Greene**, VP Acquisitions & Development, Ambulatory Surgical Centers of America

**Nicole Gritton**, Vice President of Nursing and ASC Operations, Laser Spine Institute

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**Karen Harris, Administrator, Clinical Manager, GNS - Surgery Center**

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**I. Naya Kehayes, MPH**, Managing Principal and CEO, Eveia Health Consulting & Management

**Wendy Kelley, CASC**, Administrator, Cool Springs Surgery Center

**Stephanie Kennan**, SVP Government Relations, Ambulatory Surgical Centers of America

**Susan Kizirian**, Chief Operations Officer, Ambulatory Surgical Centers of America

**Chris Klassen**, VP Supply Chain, Surgical Care Affiliates

**Greg Koonsman**, Senior Partner, VMG Health

**Lawrence E. Kosinski, MD, MBA, AGAF, FACP**, Elgin Gastroenterology

**Tony La Russa**, Former Major League Baseball Manager & Infielder, 2011 World Series Manager

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**Kevin McDonald**, SVP of Sales, Revenue Cycle Solutions Division, SourceMedical Solutions

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**Mike McKevitt**, SVP, Regent Surgical Health

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**John Merski**, Partner, EVP of Human Resources, MedHQ

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**Steve Miller**, Director of Government and Public Affairs, ASC Association

**TK Miller, MD**, Carilion Clinic Orthopaedics

**John R. Moore, IV, MD**, Orthopaedic & Joint Replacement Center, Nueterra Healthcare

**Jarod Moss**, SVP Business Development, United Surgical Partners International

**Scott Nordlund**, SVP of Strategic Growth, United Surgical Partners International

**Jon O'Sullivan**, Principal, Health Economix

**Colin Park**, Manager, VMG Health

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**Marti Potter**, Administrator, Jersey Shore Ambulatory Surgery Center

**Stefan Prada, MD**, Orthopedic Spine Surgeon, Laser Spine Institute

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**Blair Rhode, MD, ROG**, Sports Medicine, Orland Park Orthopedics

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**Nathan VanGenderen**, CFO, Sentara Northern Virginia Medical Center

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  - Howard Dean vs. Ari Fleischer on Healthcare Reform and More
  - Double Digit Profit Growth in ASCs
  - Major League Baseball Championship Manager Tony La Russa on Leadership and Management in 2012
  - The Best Ideas and Biggest Threats to ASCs - panel moderated by Suzy Welch
  - Chaos or Transformation? Healthcare Trends in 2013
  - How to Maintain Practice Independence While Effectively Partnering with Hospitals
  - The Pros and Pitfalls of Adding EMR to an ASC
  - ASC 2012 - Perspectives from Physician Leaders
  - Develop a Great Same Story Growth Strategy
  - Perspectives from Great Administrators
  - Moving Spine Procedures to ASCs - Key Business and Clinical Issues
  - The Future of Pain Management - Bullish or Bearish
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This conference is designed to provide ASC physician owners and leaders, and all physicians involved in a single or multi specialty ASC the latest information on business, legal and regulatory issues, and improving the profitability of and establishing ASCs.

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